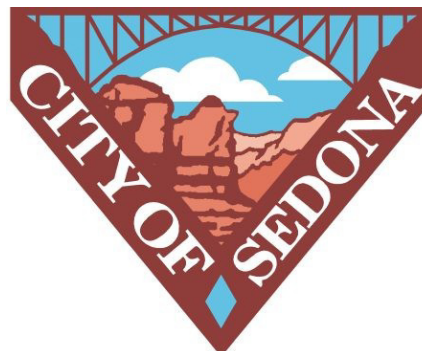


Sedona Spring 2005
Arts Forum
May 18, 2005
Summary Findings



Spring 2005 Arts Forum

Introduction

In order to help ensure the ongoing success of the Sedona arts community, the City of Sedona's Arts & Culture Commission hosted the "Spring 2005 Arts Forum." A volunteer steering committee convened by the Commission invited 100 performing, literary and visual artists as well as representatives from arts-related businesses and arts organizations to engage in "community cultural planning." Cultural planning is a public process in which representatives from the community undertake a community assessment and planning process that focuses on resources, needs and opportunities. The planning is narrowly focused on the needs of artists, arts organizations and arts businesses. Community cultural planning can be used to identify and mobilize cultural resources in service of improved cultural and community development.

Forum participants worked together at tables of ten to answer five questions throughout the day:

- What does it mean to be a city animated by the arts?*
- What are the strengths of Sedona as an arts community?*
- What are the weaknesses of Sedona as an arts community?*

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- *What kinds of opportunities exist to improve Sedona as an arts community?*
- *What trends do you see impacting the arts in Sedona either positively or negatively?*

After deliberating on the questions and recording participants responses, each table was asked to come to consensus on their table's three most important responses to each question and present those responses to the entire assembly.

In closing, the forum participants were asked to vote for an opportunity or trend that they believed could be implemented within a year and that would strengthen the arts in Sedona. The vote yielded two projects that the participants would like to collaborate on:

- 1) Purchase of property and/or facilities for Arts & Cultural use (21 votes)*
- 2) Develop a communications collaborative: exploit all media resources in unified manner - i.e. websites, local channels, KUDOS, pull-out calendar, etc. (10 votes)*

**"Never doubt
that a
small group
of thoughtful,
concerned
citizens
can change
the world.
Indeed, it is
the only thing
that ever has."**

Margaret Mead

**“Creativity is
thinking up
new things.
Innovation
is doing
new things.”**

Theodore Levitt, Author

The Ten Characteristics of a City Animated by the Arts

Participants of the forum were first asked to explore the question, “What does it mean to be a city animated by the arts?” The goal of the session was to identify the characteristics of a thriving arts community. The participants’ comments were sorted to reveal ten characteristics of “a city animated by the arts.”

1. The arts are highly visible

A vibrant arts community is a “living sculpture.” The city itself is art. Anyone entering the city limits knows immediately that the arts flourish. Public art adorns public spaces, and art and artists from all disciplines are visible and lend the city an atmosphere of excitement.

2. The arts are widely publicized

Everyone who lives in or visits the city is well aware of what art events are available. Local and state media support the arts by extensively promoting and reporting on the arts. Information regarding upcoming events is posted on kiosks at prime locations throughout the city and colorful banners line the main roads publicizing festivals and special events. All art disciplines have equal access to these publicity venues. An award-winning community arts calendar is the hotline between the arts and those who want to experience them.

3. The arts are valued as an industry

Business people and citizens of the community understand that the arts are important to a healthy business environment. Artists are supported and valued and make a livelihood creating and selling their art. Creativity flourishes and its expression is not controlled by what sells or doesn’t sell.

4. The arts are supported by the community

Local governments and citizens help sustain the arts by supporting an “arts” tax that is used for endowments, public art, and promoting the arts. Community members understand the value of artists and support the arts by buying locally, participating in “buy programs,” attending events and raising funds to help support the arts. Developers contribute both funds and space to the arts community.



5. There are adequate facilities for the arts

There are plenty of places to go to experience a wide variety of arts. There is both a central place where people can see/hear/watch/explore and participate in the arts, but also arts venues exist in abundance throughout the larger community.

6. There is a collaborative environment for arts

Artists, arts organizations and arts businesses support and nurture each other and actively work to eliminate the boundaries that separate them. Resources are shared and events are coordinated to maximize success. Partnerships and collaborations abound and work to strengthen the arts community as a whole.

7. Public Education

A public education campaign works to broaden the community's experience of the arts, creating a need for and an interest in the arts.

8. The city is marketed as an arts destination

The city is a world famous arts destination.

9. The arts are comprehensive, cohesive and widespread

All artistic disciplines are woven into the fabric of the community and the arts thrive everywhere. They are enjoyed across cultural, generational and socioeconomic lines. There is openness to the diversity of artistic expression. The schools are alive with arts. They are easily accessible to community members and visitors.

10. There are art installations and special events

Art installations and special events draw visitors to the city and are well attended by community members. "Big name" artists exhibit and perform in the city and lend credibility to its reputation as an international arts destination.

"The whole purpose of democracy is that we may hold counsel with one another so as not to depend upon the understanding of one man, but to depend upon the counsel of all."

Woodrow Wilson

"To live a
creative life,
we must lose
our fear of
being wrong."

Joseph Chilton Pearce

What are the Strengths of Sedona as an Arts Community?*

Top 3 strengths from each of the 10 tables (Clustered)

The Natural Environment

1. Inspirational, natural environment
2. Natural beauty
3. Natural resources
4. Inspiring landscape
5. Natural beauty sparks expression and enjoyment
6. Scenic beauty

Established Arts Community

7. Sedona's recognition as an arts community
8. Established arts organizations and events
9. Arts & Cultural organizations
10. Resources: Artistic programs, Organizations & Arts Commission
11. Long established reputation as an arts community nationally and internationally
12. Organizations: Chamber Music Sedona, Sedona Visual Artists Coalition, Sedona Arts Alliance, Sedona Arts Center
13. Many successful festivals
14. Several well-established (arts & cultural) organizations





The People: Artists & Volunteers

- 15. Huge talent pool in all disciplines
- 16. Diverse, abundant, quality artist per capita
- 17. Quality and variety of artists and performers
- 18. Large diverse talent pool, including volunteers
- 19. People: Artists, volunteers, patrons
- 20. People: lots of talent base, volunteers, visitors (market)
- 21. Expertise and "can do" spirit of volunteers
- 22. Human resources

Tourism

- 23. Tourist connection as vehicle for exposure
- 24. Tourist traffic brings \$\$ here

Collaborative Environment

- 25. Desire within arts organizations to develop and organize
- 26. Willingness of all to collaborate

Quality of Life

- 27. Quality of Life
- 28. Spirituality - The "Soul" of Sedona
- 29. Galleries
- 30. Good media for all art disciplines (print, radio, TV, Chamber web-based calendar)

**There are redundancies because we are reporting what each table listed as their top three strengths, and multiple tables could have come up with the same conclusions.*

**"I see
little of
more importance
to the future of
our country
and of civilization
than
full recognition
of the place
of the artist.
If art is to
nourish the roots
of our culture,
society must
set the artist free
to follow
his vision
wherever
it takes him."**

John F. Kennedy

"As tools for learning, the arts and humanities have a positive impact on our children's cognitive development, their confidence, and their motivation. The arts and humanities will be vital to a future of innovation, opportunity, and hope."

President George W. Bush

What are the Weaknesses of Sedona as an Arts Community?

Top 3 weaknesses from each of the 10 tables (Clustered)

Facilities

1. Lack of professional arts and facilities and parking for events
2. Lack of performing arts venue
3. Places and venues
4. Lack of centralization major facility that supports all arts (art museum, performance center)
5. Venue; no performance space, what does exist struggles
6. No visible central arts district
7. Lack of an all inclusive arts district

Funding

8. Lack of funding
9. Lack of financial support
10. Under-education in funding options
11. Lack of creative funding alternatives to promote the arts
12. Funding needed from alternate sources i.e. more money from city, bed tax for arts, developer impact fees for arts, "Arts" property tax

Community Infrastructure

13. Artist community over-regulated i.e. prohibition of signs & banners, ordinances against performing on the streets
14. Lack of economic impact study on arts contribution to Sedona
15. "Arts" destination vs. tourist stop/pass through
16. Lack of "city center"
17. Lack of affordable housing and accelerating costs for attendance

Communication

18. Lack of one comprehensive arts calendar
19. Lack of unified voice/leadership in arts community
20. Centralized location for information (media-internal/external) Marketing - Arts
21. Lack of City's ability to market Sedona as an arts destination
22. Improved marketing needed: target children, residents, non-residents, and service industry, coordinated community calendar, eliminate political back-biting
23. Communication: lack of organizations intercommunicating, lack of marketing coordination, weak events communication and scheduling
24. Need education for community on the arts

Vision

- 25. Lack of clear artistic image
- 26. Lack of leadership, focus, benchmarking, communication by the City and Arts community
- 27. Finding our "Center": who and what we are as a community/culture, honoring each other
- 28. Need to come together as a human community for the arts to "click", lack of physical "center"

Other

- 29. Over-commercial emphasis on arts. Lack of emphasis on grass roots' arts
- 30. Lack of a festive vibrant arts environment day and night

"Whatever
you can do or
dream you can,
begin it.
Boldness has
genius, power
and magic to it.
Begin it now."

Wolfgang van Goethe



"True life
is lived
when
tiny changes
occur."

Leo Tolstoy

What are the Opportunities for Sedona as an Arts Community?

Top 3 opportunities from each of the 10 tables (Clustered)

Communication

1. Creating opportunities to communicate about arts events/happenings at places people gather: electronic kiosks, utilize the "Y" intersection, trolley stops and grocery stores/shops
2. This event as an opportunity for publicity
3. Exploit all media resources in unified manner - i.e. websites, local channels, KUDOS, pull-out calendar
4. Establish combined convention center and performing arts center so the first subsidizes the latter
5. Sedona's visibility

Facilities

6. Create a performance arts space - start small so community can support it
7. Purchase of property and/or facilities for Arts & Cultural use (City) District
8. City "Arts" Center - land, building, money donated; City project; facilities
9. Venues i.e. 1) Posse Grounds, 2) Heart of Sedona, 3) Pedestrian access to historic buildings at Forest Service, 4) Creek Walk, 5) Rotating space for Artists in Residence, 6) Time-Shares must build gallery and public art spaces
10. Inviting, convenient, and safe vehicular and pedestrian access to Sedona opportunities



Funding

11. Partnerships with Chamber/City/Arts affiliates to designate funding for the arts - annual fund, stable funds
12. Revenue Stream: sales tax, bed tax, toll
13. Use tax incentives such as AZ Tax Credit and 2-Level sales tax structure for large art purchases
14. Encourage philanthropy and endowments to support the Arts and engage the community

Event(s)

15. Major annual combined Arts festival (+/- 3 weeks) (high profile)
16. Week of Focused Celebration: fun, community and creativity activities
17. Pursue new/different art venues; marry Arts and the Environment (Jazz on the Rocks); Street Art

Education

18. Take K-12 curriculum and infuse it with all art disciplines
19. Strengthen the role of "Arts" - all of them - in the community college

Partnerships & Collaborations

20. Cohesive leadership marketing, structure & money
21. Collaborative method to distribute funds/market for all Arts
22. Partnerships with Artists/Schools/Organizations
23. Total support of each other's projects; "if you come, they will build it"
24. Capitalize on our 3,000,000 tourists and local \$ for mutual benefit
25. Sedona Arts Council

Government & the Arts

26. Small accessible city government to influence in the proper direction
27. Match behavior to philosophy (art commission)
28. More flexibility and incentives from City for private sponsorship of public art including: leniency with sign variances and tax incentives
29. Organized artistic civil disobedience
30. Lobby for Arts

**"How a
community
supports the arts
provides insight
into how the
community
views itself.
By promoting
vibrancy in the
arts, we
encourage a
positive
self-image
for our
community."**

James E. Rogers

"Art
is a
technique of
communication.
The image
is the most
complete
technique
of all
communication."

Claus Oldenburg

What are the Trends for Sedona as an Arts Community?

Top 3 trends from each of the 10 tables (Clustered)

Growth

1. Substantial growth in Phoenix/Verde Valley & West as resource
2. Population growth
3. Increased population pressuring; Real Estate values; Increased commercialism, Decrease in Aesthetics

Cost of Living & Doing Business

4. Property values rising changes who comes, who can stay, no affordable housing
5. More and more expensive - losing essence of arts community
6. Rent escalation - artistic venues (Old Marketplace)

Changing Demographics

7. Demographic changes (+’s) and (-’s) more diversity but hard on "sense of community"
8. Demographic change; age, retiree, younger family, cultural diversity, geographic diversity
9. Baby Boomers increased net worth; i.e. increased housing costs, fixed incomes forced out - more retirees here
10. The changing (socio-economic) demographics associated with land development
11. More focus on youth issues

Changes in Home Ownership

12. Timeshares - out of balance in comparison to community
13. Proliferation of mediocre residential development, time share - non-responsive to site or community image
14. Real Estate - out of state ownership, cost and vacancies
15. Part-time residency resulting in exclusivity that discourages demographic diversity and community involvement

Technology

16. Internet
17. Technology available to extend information about Sedona artistic activities

Social Trends

- 18. Eco-tourism, sustainable architecture - save amenity of natural environment
- 19. Corporate responsibility toward producing and supporting the Arts
- 20. Trend towards individuals seeking experiences over things
- 21. Education teaches toward testing - even in Arts classes. Reduced emphasis on art education in the schools
- 22. Going green; i.e. bike paths, recycling, pedestrian, fuel costs, art is healthy
- 23. More people in leadership positions to blaze new paths

Local Trends in the Arts

- 24. Becoming an internationally acclaimed resort community
- 25. Murals and sculptures popping up residentially and commercially
- 26. Increase in aesthetics
- 27. Film

Changes in Local Infrastructure

- 28. Tourist-based economy limits jobs - need more diversity in economic base
- 29. Over development of retail space
- 30. Pedestrianization for Sedona; Uptown, SR179 sidewalks, public transportation

"Life
shrinks
or expands
in proportion
to one's
courage."

Anais Nin



"I've been
absolutely
terrified
every moment
of my life and
I've never let it
keep me
from doing
a single thing
I wanted to do."

Georgia O'Keefe

Two Projects and Criteria for Voting

Voting For a Project(s)

After each table shared their top trends and opportunities with the entire assembly, participants were asked to place a dot next to the a trend or opportunity that they thought would strengthen the arts in Sedona. Participants were asked to consider the following criteria for making their decision:

1. Can a project that addresses this opportunity or trend be completed with a year?
2. Would a project that addresses this opportunity or trend benefit all of the arts community?
3. Does a project that addresses this opportunity or trend require a community response i.e. this project would be best implemented by multiple organizations, institutions, artists, business, etc.
4. Would you be willing to work on a project that addresses this opportunity or trend?

The vote yielded two projects that the participants would like to collaborate on:

- 1) Purchase of property and/or facilities for Arts & Cultural use (21 votes)
- 2) Develop a communications collaborative: exploit all media resources in unified manner - i.e. websites, local channels, KUDOS, pull-out calendar, etc. (10 votes)

Next Steps

The forum participants were asked to indicate their willingness to work on either of the two projects by writing their names on a piece of paper and forwarding it to the forum organizers. If they were interested in working on the leadership team to implement the projects, they were to indicate their interest by writing the words "Steering Committee" next to their names.

In the fall of 2005, a meeting of those participants who signed up to work on each of the two projects selected at the forum will be convened. The consultant and facilitator, Susan Adams, Director of the Center for Leadership at Yavapai College, has volunteered to work with each steering committee to get them started. The committees will then work independently to achieve their goals.

The Sedona Spring 2005 Arts Forum Summary Findings will be made available to the City Council and will also be posted on the Commission's webpage at www.SedonaAZ.gov. The arts forum participants, the steering committee members, and the general public will be advised of the availability of the summary findings on the website.

Next Steps for the Sedona Arts & Culture Commission

The Arts & Culture Commission will:

- Appoint a new committee that will use what was learned this year to begin planning for the Spring 2006 Arts Dialogue or Arts Forum. This committee will develop a format to best meet the current needs of the Sedona arts community and the city.
- Analyze the information from the Sedona Spring 2005 Arts Forum Summary Findings and the Sedona Focused Future Strategic Plan for Community and Economic Development to see where they may align for future collaborative work to truly make Sedona a "City of Arts and Culture."

The Mission
of the
Sedona Arts
and
Culture Commission
is to be the
catalyst
for creating
excellence
in arts and and
culture, thus
contributing
to a vital economy
and the highest
quality of
life for all.

Spring 2005 Arts Forum Steering Committee

The following people (in alphabetical order) worked together on a steering committee to design the format of the day and to identify a diverse and representative group of participants from the arts community:

Susan E. Adams

Director, Center for Leadership, Yavapai College, Consultant for the design, implementation and facilitation of the forum & Musician/ Visual Artist

Helen Bartels

Program Office Manager, Grant Writer, Yavapai College

Char Beltran

President and C.E.O., Sedona Chamber of Commerce

James Bishop, Jr.

Local Poet, Founder of New Territory Arts, Author, Educator

Nancy Robb Dunst

Local Artist, President & Founder of Sedona Visual Artists Coalition

Jodie Filardo

Vice-President of Economic Development for Yavapai College

Dennis Ott

Local Artist, Board President of Sedona Arts Center

Lelia Schoenberg

Co-Chair of the Spring 2005 Arts Forum Steering Committee, Commissioner on the City of Sedona Arts and Culture Commission & Local Musician

Samantha Ruckman

English Faculty for Yavapai College, Writer

Ed Uzumeckis

Co-Chair of the Spring 2005 Arts Forum Steering Committee, Director Dana Atchley Center for Digital Storytelling, Yavapai College, Commissioner on the City of Sedona Arts and Culture Commission, Visual Artist

Ginger Wolstencroft

Director of Arts & Culture for the City of Sedona

"Painting is not
for me
either decorative
amusement, or
the plastic
invention of
felt reality;
it must be
every time:
invention,
discovery,
revelation."

Max Ernst

Artist and past resident
of Sedona

"If I were not a
physicist, I would
probably be a
musician. I often
think in music. I
live my
daydreams
in music. I see my
life in terms of
music...I get most
joy in life out of
music."

Albert Einstein

City of Sedona Arts & Culture Commission

Linda Pallas, Chair
Lelia Schoenberg, Vice Chair
Rod Abbott
Joel Gilgoff
John Reid
Nancy Schubert
Eduard Uzumekis

Sedona City Council

Pud Colquitt, Mayor
Susan Solomon, Vice Mayor
John Bradshaw
Dick Ellis
Jerry Frey
Ernie Strauch
Harvey Stearn

Special Thanks:

Katia Borg
Terri Farneti
Gay Groomes
Pete Peters



